

**South Carolina Statewide Lodging Outlook Report**  
**April 2019**

	Occupancy Rate		Average Room Rate		RevPAR*		Room Revenue	Rooms Available	Rooms Sold
<b>Current Month:</b> <b>April 2019</b>	<b>April 2019</b>	<b>% Chg</b>	<b>April 2019</b>	<b>% Chg</b>	<b>April 2019</b>	<b>% Chg</b>	<b>% Chg</b>	<b>% Chg</b>	<b>% Chg</b>
United States	68.0%	0.3%	\$131.85	0.9%	\$89.67	1.2%	3.2%	2.0%	2.3%
South Atlantic**	72.8%	0.2%	\$137.93	2.0%	\$100.44	2.1%	4.2%	2.0%	2.2%
South Carolina	71.9%	0.6%	\$126.47	0.4%	\$90.97	1.0%	3.9%	2.9%	3.4%
<b>Year-to-Date:</b> <b>January through</b> <b>April 2019</b>	<b>Jan-Apr 2019</b>	<b>% Chg</b>	<b>Jan-Apr 2019</b>	<b>% Chg</b>	<b>Jan-Apr 2019</b>	<b>% Chg</b>	<b>% Chg</b>	<b>% Chg</b>	<b>% Chg</b>
United States	63.3%	0.3%	\$129.82	1.0%	\$82.18	1.4%	3.4%	2.0%	2.4%
South Atlantic**	68.5%	0.7%	\$137.07	1.7%	\$93.84	2.4%	4.5%	2.0%	2.7%
South Carolina	61.9%	0.2%	\$108.81	0.5%	\$67.35	0.7%	3.2%	2.5%	2.7%

\*RevPAR = Revenue Per Available Room, i.e., total room revenue divided by total number of room nights.

\*\*South Atlantic Region is comprised of: Maryland, Delaware, West Virginia, Virginia, North Carolina, South Carolina, Georgia, Florida

Only hotels with 10 or more rooms are included in the table above

All percent change is versus the same period in the previous year

Source: STR, Inc.

**Three Month Occupancy Outlook for South Carolina**

		<b>May 2019</b>	<b>Jun 2019</b>	<b>Jul 2019</b>
<b>STR, Inc.</b> <i>As of May 2019</i>	Occupancy Forecast	66.0%	75.0%	74.2%
	% Chg vs same month in previous year	-0.9	-1.4	0.4

Source: STR, Inc.